



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

Keywords: Online Shopping, Consumer Behavior, Attitude

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores. Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store).

CHAPTER 2

REVIEW OF LITERATURE

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various location online shopping experiences and are better candidates to be captured in the well-ones and for a higher variety of services are considered to be more active users (Emmanouilides and Hammond, 2000).

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust,

shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

Online Shopping Behavior : Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions.

A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. Online shopping, referred to as online retailing or e-tailing, is growing every day in India. According to eBay India Census (2011) published on September 28th 2011 at Bangalore, Online Shopping is mainstream & a nationwide phenomenon: India had over 3,311 e-commerce hubs across the country.

1.3.1 Electronic Commerce: A Managerial Perspective, Turban et al. has provided a consumer behaviour model in E-Commerce environment. This model categorizes the factors that influence the customers' buying decisions into the following categories. □ Independent Variables □ Intervening or Moderating Variables □ Decision Making Process □ Dependent Variables The different categories of products that customers are willing to purchase online depend upon the customer perception of risk

1.3.2 Consumer Satisfaction and Loyalty in the Online Market

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers. However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world.

OBJECTIVE OF THE STUDY

To find out the satisfaction level of the customer for online purchase.

To know the specific reasons for which customers purchase online shopping.

To find out the consumers' satisfaction level for services provided by the online shopping.

Makes company to more about current trend and requirements.

RESEARCH METHODOLOGY

Need for the study

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyze who the consumers are satisfied out of the online services.

•The Research Design Used for the Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

•Population Size

The total population size is indefinite.

•Sample size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 50.

•Sample design

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

•Statistical Tools

The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

RESEARCH METHODOLOGY

Based on my study I use descriptive research . And also I take 120 respondent for my study . I use questionnaire as a Primary data and Secondary data from books. This is only article of my full research

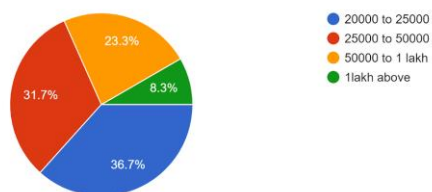
RESULT

4.1 TABLE SHOWING SPECIFY YOUR MONTHLY INCOME

S NO	Particulars	No. of Respondents	Percentage
1	20000 to 25000	44	36.7
2	25000 to 50000	38	31.7
3	50000 to 1 lakh	28	23.3
4	1 lakh above	10	8.3
TOTAL		120	100.00

Source: Primary data.

7. Could you specify your monthly income
120 responses



INFERENCE: Majority of the respondents are Satisfied

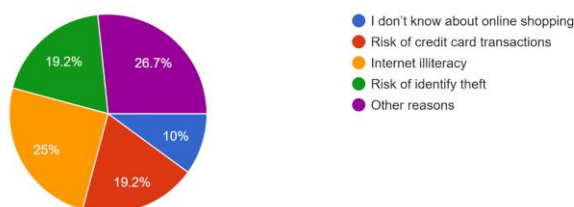
4.2 TABLE SHOWING SATISFIED LEVEL NEVER HAD ONLINE SHOPPING SPECIFY THE REASON

S NO	Particulars	No. of Respondents	Percentage
1	I don't know about online shopping	12	10
2	Risk of credit cards transactions	23	19.2
3	Internet illiteracy	30	25
4	Risk of identify theft	23	19.2
5	Other reasons	32	26.7
TOTAL		120	100.00

Source: Primary data.

14. If you never had online shopping please specify the reason

120 responses



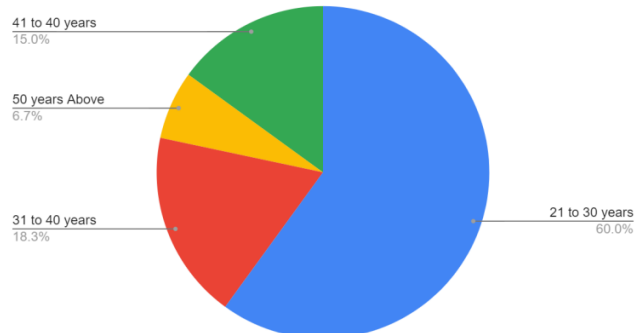
INFERENCE:

Majority of the respondents are Satisfied

4.3TABLE SHOWING AGE

S NO	Particulars	No. of Respondents	Percent age
1	21 to 30	72	60
2	31 to 40	22	18.3
3	41 to 50	18	15
4	50 above	8	6.7
TOTAL		120	100.00

Count of 3. Could you specify your Age category



INFERENCE : Majority of the respondents are 21-30

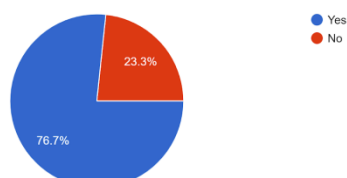
4.4 TABLE SHOWING SATISFIED LEVEL INTERNET PRIOR TO PURCHASE FOR COLLECTING INFORMATION

S NO	Particulars	No. of Respondents	Percentage
1	YES	96	76.7
2	NO	28	23.3
TOTAL		120	100.00

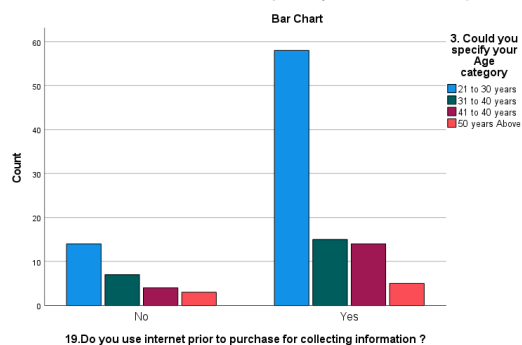
Source: Primary data.

19. Do you use internet prior to purchase for collecting information ?

120 responses



INFERENCE: Majority of the respondents are Satisfied



Anova data analysis

						95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Min	Max
If you never Had online Shopping please Specify The reason	1	72	3.36	1.485	.175	3.01	3.71	1	5
	2	22	3.05	1.430	.305	2.41	3.68	1	5
	3	18	2.06	1.110	.262	1.50	2.61	1	4
	4	8	2.36	1.061	.375	1.74	3.51	1	4
	Total	120	3.06	1.463	.134	2.79	3.32	1	5
Could you Specify your monthly income	1	72	1.96	.795	.094	1.77	2.15	1	4
	2	22	1.50	.512	.109	1.27	1.73	1	2
	3	18	1.56	.511	.121	1.30	1.81	1	2
	4	8	2.50	1.309	.463	1.41	3.59	1	4
	Total	120	1.85	.795	.073	1.71	1.99	1	4

		Sum of Square	df	Mean Square	F	Sig.
If you never had online shopping please specify the reason	Between Groups	26.207	3	8.736	4.437	.005
	Within Groups	228.385	116	1.969		
	Total	254.592	119			
Could you specify your monthly income	Between Groups	8.481	3	2.827	4.907	.003
	Within Groups	66.819	116	.576		
	Total	75.300	119			

ANOVA INFERENCE

Majority of the respondents are Satisfied and Sig value for existing grievance handling system is .005 . Sig value for The decision taken by the top management is .003 sig value is more than 0.5 so hypothesis accepted

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.404 ^a	3	.493
Likelihood Ratio	2.274	3	.517
N of Valid Cases	120		

A.B.2 cells (60.0%) have expected count less than 5. The minimum expected count is .3.

INFERENCE

Majority of the respondents are effective. Sig value. .493 sig value is more than 0.5 so hypothesis accepted

FINDINGS

- It is found that most of the respondents are Male.
- It is found that most of the respondents fall in the age category of 21 to 30
- It is found that majority of the also agree with monthly income 31.7%
- It is found that Satisfied level of never had online shopping 26.7% other reasons
- it is found that most SATISFIED LEVEL INTERNET PRIOR TO PURCHASE FOR COLLECTING INFORMATION 76.7% yes

SUGGESTION.

- The online shopping lacks in after sales service that leads to less number of online shopping customers.
- The products that require after sales service should avail the facility to attract more number of online customers
- Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping
- Company should improve there payment security for the customers

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and

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